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fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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february

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december

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, SEPTEMBER 3, 1951</u>			
Sept. 3	LABOR DAY--LEGAL HOLIDAY (Monday).		
Monday Sept. 3- Sept. 4	ANNUAL FALL FASHION EXPOSITION IN DALLAS	NEIMAN-MARCUS	DALLAS, TEXAS
	Neiman-Marcus will present Awards for distinguished service in the field of fashion at the store's Fourteenth Annual Fall Fashion Exposition. Stanley Marcus, president, will give awards to Ernestine Cannon, American artist-ceramist of Salerno, Italy; Jane Derby; Ben Zuckerman; Jacques Lesur of Paris, textile designer; and Michelle Murphy, curator of the Industrial Design Laboratory of the Brooklyn Museum. Admission: \$2.50 (tax included), with total receipts for Dallas Museum of Fine Arts Permanent Acquisition Fund. New York Contact: Kay Kerr, 1457 Broadway, LO. 4-1200; Marihelen MacDuff, Neiman-Marcus, Dallas, Texas.		
Tuesday Sept. 4 9:30 A.M. Breakfast	PRESS PREVIEW: PARIS MILLINERY & COPIES	SAKS 34TH STREET	HOTEL PLAZA WHITE & GOLD SUITE
	The press will be invited to a breakfast preview of millinery fashions from Paris and "Carbon Copies" by Saks 34th Street. By invitation only. <u>(This show will be repeated for the public on Thursday, Sept. 6, at 12:15 P.M. and 6:00 P.M. at Saks 34th, fourth floor.)</u> Publicity: Rita Dobbins, LA. 4-7000.		
Tuesday Sept. 4 2:30 P.M.	PRESS SHOWING OF JAY THORPE ORIGINALS	JAY THORPE	4TH FLOOR
	Presentation to the press of the collection of Jay Thorpe Originals for Fall. By invitation only. Publ.: Elaine Kanners, JU. 6-1000, Ext. 104.		
Tuesday Sept. 4- Sept. 14	MIDSEASON SHOWINGS: LINGERIE COLLECTION	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE SHOWROOM
	Vanity Fair's Holiday collection will be shown to the trade at 10:00 A.M., 11:00 A.M., 2:30 P.M., and 3:30 P.M., Sept. 4 through Sept. 14. Press by appointment. Publicity: Ruth Lupton Mills, MU. 8-4805.		
Beginning Tuesday Sept. 4	SHOWING OF HOLIDAY SEPARATES	DORINE LIEBERT	15 EAST 53RD STREET SHOWROOM-9TH FLOOR
	Dorine Liebert will present her Holiday collection of dressy blouses and evening separates at daily showings. Contact: Faye Berk, EL. 5-2577.		
Sept. 4	OPENING OF ST. LOUIS FASHION CREATORS SPRING AND HOLIDAY LINES.		
Wednesday Sept. 5 10:00 A.M.- 5:30 P.M.	PRESS PREVIEW HANDCRAFT EXHIBIT	AMERICAN CRAFTSMEN'S EDUCATIONAL COUNCIL	AMERICA HOUSE GALLERY 32 EAST 52ND STREET
	"Handcrafts In Correlated Fashions"--exhibit of fashions and accessories personally handcrafted by leading American designers. <u>Press Preview:</u> Wed. Sept. 5, 10:00 A.M. to 5:30 P.M. <u>Open to Public:</u> Thurs. Sept. 6-Sept. 21. Contact: Mrs. Vanderbilt Webb or Mrs. Audrey Dahlerup, FL. 3-9094.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 5 11:00 A.M.	PRESS PREVIEW: FALL SHOE COLLECTION Presentation to the press of the Delman shoe collection for Fall and Winter. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	DELMAN	754 FIFTH AVENUE SALON
Wednesday Sept. 5 12:30 P.M. Luncheon	RUSSEKS' INTERNATIONAL FASHIONS AT LUNCHEON Russeks Fifth Avenue will present Italian, London, and Paris originals and adaptations, with a showing of Russeks' designers' collections for Fall. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WF. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS
PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Wednesday Sept. 5	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
<i>Tues</i> Wednesday Sept. 5 <i>9</i>	<u>SAKS FIFTH AVENUE</u> At 9:00 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT (Note Change of Time)	PL. 3-4000 <i>Date and</i>
Thursday Sept. 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Thursday Sept. 6	<u>BONWIT TELLER</u> At 3:00 P.M.	721 Fifth Ave.	PUBL.: SOPHIE SHONNARD or NONA PARKS	EL. 5-6800
Monday Sept. 10	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Tuesday Sept. 11	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL.: RASPONI ASSOC.	TE. 8-8171
Wednesday Sept. 19	<u>MAINBOCHER</u> At 3:00 P.M.	6 EAST 57TH ST.	PUBL.: ELEANOR LAMBERT	MU. 8-2130

Sept. 5
9:00 P.M. SOPHIE'S (SAKS FIFTH AVENUE) CUSTOM COLLECTION FOR PRESS AT 9:00 P.M.
(Note Change of Time). (See Above).

Beginning
Wednesday
Sept. 5 OPENING OF
HOLIDAY COLLECTION KANE WEILL 498 SEVENTH AVENUE
SHOWROOM-22ND FLOOR
Kane Weill will present a midseason collection for Holiday wear, at daily continuous showings. Publicity: Miss Gloria, LO. 5-3041.

Thursday
Sept. 6 PRESS SHOWING: PARIS GIMBELS 6TH FLOOR
HATS AND ADAPTATIONS EXEC. CONFERENCE ROOM
9:30 A.M. Gimbels will present a collection of Paris millinery, and American adapta-
Breakfast tions, to the press. (Note Change of Date). By invitation only.
Showing to the public on Monday, Sept. 10 and Tuesday, Sept. 11, on 4th Floor. Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 600.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sept. 6	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Pg. 2).		
Thursday Sept. 6 12:00 Noon Luncheon	PREVIEW: HOLIDAY LINE FOR INFANTS & CHILDREN Luncheon preview of Joseph Love's collection of infants' and children's dresses for Holiday wear. The firm will be presented with The Charm Institute Gold Medal Award For 1951. (Showing at 12:45 P.M.) By invitation only. Publicity: Nat Scholer, LA. 4-8117.	JOSEPH LOVE, INC.	WALDORF-ASTORIA STARLIGHT ROOF
Sept. 6 12:15 P.M.	SAKS 34TH STREET SHOWING FOR THE PUBLIC OF PARIS MILLINERY & COPIES AT 12:15 P.M. AND 6:00 P.M., FOURTH FLOOR. (See Pg. 1).		
Thursday Sept. 6 12:45 P.M. Luncheon	SPECIAL SHOWING OF FALL FASHIONS A special luncheon showing of fashions by Arnold Constable for the Ladies Group of the American Chemical Society Convention. By invitation only. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ARNOLD CONSTABLE	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 6 1:00 P.M. Luncheon	FALL SUITS BY BASS, LEVINE & BASS Bonwit Teller will present new Fall suits from the collection of Bass, Levine & Bass. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Bass Publicity: Laura Benham, RE. 7-8230. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BONWIT TELLER	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 6 2:00 P.M.	TRADE SHOWING OF FRENCH & ITALIAN IMPORTS Trade showing by Ruth Ramos of her French and Italian import collection of dresses, suits, coats and sportswear. A color fashion film, made in Florence, will also be shown. (Note Change of Time). Press by invitation. Trade by reservation; contact: Denise Dolfen, RE. 4-1233.	RUTH RAMOS, INC. (16 EAST 66TH STREET)	HOTEL ASTOR BALLROOM
Sept. 6	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Pg. 2).		
Thursday Sept. 6 4:15 P.M.	PRESS PREVIEW OF HOLIDAY LINE Arnold & Fox will present the Holiday line of afternoon, cocktail and evening dresses, designed by Miguel Dorian; and a special group of original imports. By invitation. Trade showings at 3:30 P.M. on Sept. 11, 12, 13, 18 and 19. Publicity: Pauline Greene, Esmond & Dore, MU. 7-8297.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Thursday Sept. 6 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF NEW GIFT SHOP The press will be invited to a cocktail party preview of the Saks Fifth Avenue new gift shop. By invitation. Publ.: Faith Willcox, MU. 6-0592.	SAKS FIFTH AVENUE	14 EAST 50TH STREET
Friday Sept. 7 9:30 A.M. Breakfast	PREVIEW: JACQUES FATH FALL COLLECTION Lord and Taylor will present a press preview of the Jacques Fath Fall collection, made in America for Joseph Halpert. By invitation only. (During the week of Sept. 10, these fashions will be modeled from 12:00 Noon to 4:00 P.M., on the 3rd Floor). Publ.: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR BIRD CAGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Sept. 9	THIRTEENTH ANNUAL "MRS. AMERICA" CONTEST, AT CONVENTION HALL, ASBURY PARK, N.J. Publicity: Sylvia Greene, Mrs. America, Inc., WI. 7-9715.		
Sept. 10	MILGRIM'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 2).		
Monday Sept. 10 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Custom millinery for Fall and Winter, designed by Tatiana du Plessix, will be presented at a luncheon for the press. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA CHATEAU SUITE
Monday Sept. 10 2:30 P.M.	PRESS PREVIEW: FALL AND WINTER FURS Press preview of Esther Dorothy's Fall and Winter 1951-1952 fur collection. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY	68 EAST 56TH STREET SALON
Tuesday Sept. 11 10:00 A.M.	FRENCH IMPORTS AT PRESS PREVIEW Henri Bendel will preview their collection of Paris imports for the press. By invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	3RD FLOOR
Tuesday Sept. 11 12:30 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Anita Andra will present Fall millinery fashions during luncheon. (This is in addition to the regular Wednesday luncheon fashion show). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Anita Andra Contact: PL. 9-1822. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ANITA ANDRA (558 MADISON AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
Sept. 11	ELIZABETH ARDEN'S CUSTOM-ORDER PRESS SHOWING AT 3:00 P.M. (See Pg. 2).		
Wednesday Sept. 12 9:30 A.M. Breakfast	PREVIEW: SEA NYMPH SWIMSUITS FOR 1952 Press preview of the new Sea Nymph swimsuit collection for 1952. By invitation only. Publicity: Ellen L. Davis, WI. 7-6700.	JORDAN MANUFACTURING CO. (1410 BROADWAY)	HOTEL PIERRE BALLROOM FOYER
Wednesday Sept. 12 12:30 P.M. Luncheon	FALL FURS & FASHIONS AT LUNCHEON SHOW Margaret Newman will present Fall fashions, coordinated with furs from Balch Price & Company, during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Margaret Newman Contact: LA. 4-4278. Balch Price Contact: PL. 9-3909. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	MARGARET NEWMAN; & BALCH PRICE & CO.	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 12 3:00 P.M.	PRESS SHOWING OF CUSTOM COLLECTION Oldric Royce will present his Fall custom-order collection to the press. By invitation only. Publicity: Nona James, CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Wednesday Sept. 12 4:00 P.M. Cocktails	PREVIEW: ENCORE SHOE FASHIONS FOR FALL The Tailored Woman will present Encore Shoe fashions for Fall, featuring designs by Anthony Mascioli, at a cocktail preview for the press. By invitation only. Encore Shoe Publicity: Mollie Baldwin, LE. 2-4281.	TAILORED WOMAN	MAIN FLOOR SHOE SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 13 9:00 A.M. Coffee	PREVIEW OF SUITING FABRICS FOR SPRING Burlington Mills Women's Suiting Division will present an informal showing of fabrics for Spring, 1952. By invitation. Contact: Fashion Bureau, CH. 4-7100.	BURLINGTON MILLS	1407 BROADWAY 4TH FLOOR
Thursday Sept. 13 11:00 A.M.	PREVIEW OF FALL SHOE COLLECTION Saks Fifth Avenue will invite the press to a preview of the Fall shoe collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR BRIDAL SALON
Thursday Sept. 13 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Knize will present a collection of Fall and Winter fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Knize Contact: PL. 3-2987. Plaza Fashion Director: Mary Alice Rice, CI.6-1790.	KNIZE, INC.	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 13 5:15 P.M. Cocktails	PRESS SHOWING: HATS BY OTTO LUCAS OF LONDON Lord & Taylor will present a collection of hats by Otto Lucas of London, and will introduce Mr. Lucas to the press at a cocktail party. By invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR BIRD CAGE
Friday Sept. 14 12:15 P.M. Luncheon	EUROPEAN COLLECTIONS AND TREND CLOTHES Report on the European collections and a showing of some important trend clothes. Speaker: Carmel Snow, editor, "Harper's Bazaar". Commentator: Nancy White, fashion editor, "Good Housekeeping" Magazine. Chairman: Gwen Randolph. Price (including tax and tip): \$5.00 for members. (No more guest tickets available). Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Monday Sept. 17 12:30 P.M. Luncheon	SHOWING OF FASHIONS BY JO COPELAND Saks Fifth Avenue will present a collection of Fall fashions by Patullo-Jo Copeland during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Saks Fifth Avenue Contact: PL.3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Monday Sept. 17 3:00 P.M.	BEACHWEAR SHOW IN CALIFORNIA Fred Cole will present Cole of California's Resort and Summer 1952 swimsuit collection, designed by Margit Fellegi. By invitation only, for press and buyers. Publicity: Margot Mallary, Cole of California, 2615 Fruitland Avenue, Los Angeles, Jefferson 5174.	COLE OF CALIFORNIA	1001 NO.ROXBURY DR. BEVERLY HILLS, CAL.
Monday Sept. 17 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT SWIMSUIT COLLECTION Gantner of California will invite the press to a cocktail preview of the Resort collection of swimsuits. By invitation. Publicity: Nona James, CH. 4-7658.	GANTNER OF CALIFORNIA	1410 BROADWAY SHOWROOM-14TH FLOOR
Monday Sept. 17 4:30 P.M. Cocktails	PREVIEW OF RESORT AND CRUISE COLLECTION Carlye Dress will present a press preview of their North and South collection. (Show at 5:00 P.M.) By invitation. Publ.: Ruth Hammer Assoc., EL. 5-7108.	CARLYE DRESS CORP. (ST. LOUIS, MISSOURI)	HAMPSHIRE HOUSE COTTAGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 17	OPENING OF HOLIDAY & RESORT SHOE COLLECTIONS The Guild of Better Shoe Manufacturers will present their Holiday and Resort shoe collections. Members include: Andrew Geller; Jerro Brothers; John Marino; I. Miller; Newton Elkin; Palter DeLiso; M. Wolf; Zuckerman & Fox. Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS
Tuesday Sept. 18 10:30 A.M.	PRESS PREVIEW OF ADRIAN COLLECTION Adrian will present a press preview of his Fall and Winter collection at Gunther Jaeckel. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	GUNTHER JAECKEL, INC.	10 EAST 57TH ST. SAION
*Tuesday Sept. 25 1:00 P.M. *(Out of date order due to last minute change)	COTTON FASHIONS AT LUNCHEON SHOW Lord and Taylor will present M. & W. Thomas cotton fashions for year 'round wear designed by Isabel Dobson of Cabana; Graig Casuals; David Crystal; Davidson Sportswear; Glen of Michigan; Hill-Day; Kane Weill; Tina Leser; John Miller; Claire McCardell; Dorothy Cox of McMullen; Lorraine Budney of Sportwhirl. (This is in addition to the regular Wednesday luncheon fashion show). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Lord & Taylor Publicity: Gloria Carr, WI. 7-3300. M. & W. Thomas Publicity: Roberta Miles, OR. 5-9551. Waldorf-Astoria Fashion Publicity: Madeleine Riordan, EL. 5-3000.	LORD & TAYLOR	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Sept. 18 2:30 P.M.	PREVIEW: FALL CUSTOM- ORDER COLLECTION Presentation by B. Weinstein of the Fall and Winter custom-order collection of coats, suits and furs, the ready-to-wear collection of suits and dresses; and a showing of imports. Hats--John Fredericks. By invitation only. Publicity: Irene Staub, C. J. Herrick Associates, LA. 4-9310.	B. WEINSTEIN (7 EAST 57TH STREET)	HOTEL PLAZA GRAND BALLROOM
Tuesday Sept. 18 4:30 P.M. Cocktails	PRESS PREVIEW OF NEW SHOWROOM Berkshire Knitting Mills will invite the press to their new showroom. By invitation. Publ.: Peggy Scanlon, FE. 6-3630; after Sept. 1, PL. 7-2340.	BERKSHIRE KNITTING MILLS	600 FIFTH AVENUE SHOWROOM-24TH FLOOR
Tuesday Sept. 18 7:30 P.M.	SHOWING OF SPRING FASHIONS Marcus-Grubere will present their collection of coats and suits for Spring 1952. Press by invitation. Trade by reservation; contact: LO. 4-0542.	MARCUS-GRUBERE, INC. (1407 BROADWAY)	HOTEL ASTOR-EAST & NORTH BALLROOMS
Wednesday Sept. 19 9:30 A.M. Coffee	PRESS PREVIEW OF FALL READY-TO-WEAR Bloomingdale's will present Fall ready to wear "Green Room" fashions at their semi-annual showing for the press, in the 4th Floor Training Dept., Classroom "C". Show at 10:00 A.M. By invitation only. Publicity: Patricia Snyder, EL. 5-5900, Ext. 311 or 695.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
Wednesday Sept. 19 12:30 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON Presentation of fashions for Fall and Winter by Arnold Constable during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 19 12:45 P.M. Luncheon	"PROMENADE TO FASHION" LUNCHEON SHOWING Presentation of Fall fashions, designed by Claire McCardell for Townley, with "Promenade" represented in the first of a series of magazine fashion shows. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. McCardell Publicity: Bette Anne Brown, LO. 4-2155. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	TOWNLEY FROCKS, INC. (CLAIRE MCCARDELL)	HOTEL PIERRE COTILLION ROOM
Sept. 19	MAINBOCHER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2).		
Wednesday Sept. 19 3:30 P.M.	PRESS PREVIEW OF SEAMOLDS SWIMSUITS Press preview of 1952 SeaMolds swimsuits by Flexees. Publicity: Sandra Allison Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM By invitation only.
Wednesday Sept. 19 5:30 P.M.- 7:30 P.M. Cocktails	PREVIEW: PARIS ORIGINALS AND NEW FASHION FLOOR Gimbels will officially unveil their newly modernized third floor, and present a preview of Paris originals and Gimbels' adaptations. By invitation only. (This fashion show will be repeated on Monday, Sept. 24, at the Hotel Plaza, 1:00 P.M. luncheon). Publicity: Charline Sutton or Gay Stearns, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR
Beginning Wednesday Sept. 19- Dec. 5 7:00 P.M.	SERIES OF TWELVE WORKSHOP MEETINGS The City College, Adult Education Program, will offer a twelve-week workshop on preparing material for periodicals. Fee: \$18.00. Registration to Sept. 14 at any branch library. Contact: Beatrice Schapper, AT.9-9369.	CITY COLLEGE, ADULT EDUCATION PROGRAM	214 EAST 42ND STREET ROOM 207
Thursday Sept. 20 9:30 A.M. Breakfast	PREVIEW OF NEW SWIMSUIT COLLECTION Jantzen's new swimsuit collection will be presented to the press at a breakfast preview. By invitation. Publicity: Rosamond Eddy, LO.4-2820.	JANTZEN KNITTING MILLS	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 20 12:30 P.M. Luncheon	MAURICE RENTNER FASHIONS AT LUNCHEON Presentation of a Fall collection by Maurice Rentner from Saks Fifth Ave. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. Saks Fifth Avenue Publicity: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Friday Sept. 21 12:00 Noon Luncheon	PRESS PREVIEW OF PARIS IMPORTS Callot Soeurs will present their Paris imports--sports, afternoon and evening fashions. By invitation. Publ.: Marsh-Healy Assoc., PL.7-5809.	CALLOT SOEURS	42 EAST 57TH STREET SALON-2ND FLOOR
Monday Sept. 24 1:00 P.M. Luncheon	SHOWING OF PARIS FASHIONS AT LUNCHEON Paris fashions and Gimbels' adaptations will be presented during luncheon. (Press Preview of these fashions on Wednesday, Sept. 19 at 5:30 P.M.-- See above). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Showings for public: Monday, Sept. 24 at 5:00 P.M.; Tuesday, Sept. 25 and Wednesday, Sept. 26 at 2:30 P.M.--Gimbels, 3rd Fl. Gimbels Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 600. Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 24 4:00 P.M. Cocktails	AMERICAN FASHION CRITICS' AWARD The Ninth Annual American Fashion Critics' Award, sponsored by Coty, Inc. Presentation of awards and fashion show at 5:00 P.M. Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday Sept. 24- Dec. 10 7:30 P.M.	ELEVENTH FASHION TRAINING COURSE Eleventh annual course, "Fashion Jobs", sponsored by The Fashion Group, consisting of ten sessions, Mondays from 7:30 P.M. to 9:30 P.M. Fee for series: \$15.00. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
Tuesday Sept. 25 11:00 A.M.	PRESS PREVIEW OF WINTER COLLECTION Presentation of Lilly Dache's new Winter collection at a preview for the press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET SALON-2ND FLOOR
Tuesday Sept. 25 12:30 P.M. Luncheon	PRESS PREVIEW OF SWIMSUIT COLLECTION Presentation of a collection of 1951-52 Par-Form Swimsuit Originals at a luncheon for the press. (<u>Note change of date and time</u>). By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	PAR-FORM FOUNDATIONS (SWIMSUIT DIVISION)	1407 BROADWAY ROOM 3409
Tuesday Sept. 25 2:30 P.M.	PREVIEW OF FALL CUSTOM-ORDER FASHIONS Preview of Mme. Garnett's Fall custom-order collection. By invitation only. Contact: Margaret Troop, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
Tuesday Sept. 25 2:30 P.M.	SHOWING OF FALL FASHIONS FOR WOMEN Lord & Taylor will present their Fall collection of women's fashions. Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	4TH FLOOR
Tuesday Sept. 25 4:00 P.M. Champagne	HOSIERY COLOR PREVIEW & FRENCH CHAMPAGNE PARTY French champagne party and color preview for the press of new midseason hosiery fashion by Roman Stripe. Clothes from Lord & Taylor. By invitation only. (Use Savoy Plaza's private entrance at 58th Street). Contact: Betti Jessup, FE. 6-7300.	ROMAN STRIPE STOCKINGS & PIPER HEIDSIECK CHAMPAGNE CRYSTAL SUITE	SAVOY PLAZA HOTEL CRYSTAL SUITE
Wednesday Sept. 26 10:00 A.M.	PRESS PREVIEW OF HOLIDAY HATS The press will be invited to a showing of Holiday millinery by Walter Florell. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Wednesday Sept. 26 2:30 P.M.; 5:30 P.M.	SHOWING OF FRENCH COLLECTION L. Bamberger will present their Fall collection of Paris originals and adaptations. Open to public. Publicity: John von Arnold, Market 2-1212.	L. BAMBERGER & CO. (NEWARK, N.J.)	3RD FLOOR
Wednesday Sept. 26 3:30 P.M. Cocktails	PRESS SHOWING OF FALL FASHIONS Presentation of Fall fashions by Namm's to the press. By invitation only. <u>Showing to the public on Thursday, Sept. 27 at 6:00 P.M., 2nd Floor.</u> Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76.	NAMM'S (BROOKLYN)	EXECUTIVE 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 26 4:00 P.M. Cocktails	INTRODUCTION OF NEW PERFUME TO BEAUTY PRESS Coty will launch a new perfume with a cocktail party for the beauty press in the Copernican Room of the Hayden Planetarium. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	HAYDEN PLANETARIUM C.P.W. & 81ST ST.
Thursday Sept. 27 3:00 P.M.	PREVIEW OF 1952 SWIMSUIT COLLECTION Preview for the press and resident buying offices of swimsuits for 1951-1952, by Rose Marie Reid of California. By invitation only. Contact: Betty Rich, WI. 7-3260.	ROSE MARIE REID OF CALIFORNIA	HOTEL PIERRE ROOF GARDEN
Oct. 1	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Monday).		
Oct. 2	ROSH HASHONAH--SECOND DAY OF JEWISH NEW YEAR (Tuesday).		
Wednesday Oct. 3- Oct. 4	SWIMSUIT PREVIEW IN BERMUDA FOR N.Y. EDITORS Catalina will invite the N.Y. fashion press to Bermuda to a forecast of swim wear fashions. Editors will depart from N.Y. by plane (Pan American World Airways) at about 10:00 A.M., Wednesday, Oct. 3. There will be a cocktail party, dinner, and fashion show at the Castle Harbour Hotel, in Bermuda, where they will stay. The press will leave after luncheon, Thursday, Oct. 4, and arrive in N.Y. about 6:00 P.M. By invitation only. (Bermuda Publicity: Elizabeth Maher, EL. 5-4248). Catalina Publicity: Virginia Dickson, Robert S. Taplinger & Associates, PL. 7-3040.	CATALINA SWIMSUIT CO. (LOS ANGELES, CALIF.)	CASTLE HARBOUR HOTEL, BERMUDA

Monday Oct. 6

Beginning Wednesday Oct. 3- Oct. 9	OPENING OF SPRING SPORTSWEAR LINES The Sportswear Guild members will open their Resort and Spring collections. Members include: ADLER & ADLER, INC. DAVIDOW DAVIDOW M. GOODSTEIN, INC. Contact individual manufacturers.	THE SPORTSWEAR GUILD KANE WEILL MUTUAL ROSENBLUM CO. CHARLES W. NUDELMAN	MANUFACTURERS' SHOWROOMS ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC. STAR-MAID DRESSES, INC.
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Oct. 10 YOM KIPPUR--JEWISH DAY OF ATONEMENT (Wednesday).

Beginning Monday Oct. 15	SPRING OPENINGS OF FOGA LINES Spring collections by members of the Fashion Originators' Guild of America will be shown during the week beginning Monday, Oct. 15. Individual dates will be announced later. Members include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BAPRACK, INC. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA-FOX, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS, INC. NAT KAPLAN, INC. DAVID LEVINE CO. DAVID MARCUS, INC. MILMONT GOWNS CO., INC. NATHAN-STRONG, INC.	MANUFACTURERS SHOWROOMS PAUL PARNES CORP. PARNIS-LIVINGSTON BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.
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BALLET...MOVIES...TELEVISION...THEATRE

- Saturday
Sept. 1
11:00 A.M.;
Tuesday
Sept. 4
3:30 P.M.
- TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2
Sept. 1: Pat Warren, designer for Nantucket Naturals, will present a collection of Fall fashions; also, a showing of fashions inexpensively made of felt. Sept. 4: Showing of Fall fashions by Vincent Monte-Sano of Monte-Sano & Pruzan; and, a presentation of fashions made from angora and chenille yarns. Fashion Magic Fashion Coordinator and Contact: Francine Stone, JU. 6-4335.
- Tuesday
Sept. 4-
Sept. 9
- FIRST WEEK: NEW YORK CITY BALLET NEW YORK CITY CENTER, 131 W. 55TH ST.
Sept. 4: SERENADE, THE CAGE, PAS DE TROIS, LA VALSE. Sept. 5: THE DUEL, SYLVIA: PAS DE DEUX, CAKEWALK, FIREBIRD. Sept. 6: SERENADE, THE MIRACULOUS MANDARIN, DIVERTIMENTO, BOURREE FANTASQUE. Sept. 7: MOTHER GOOSE SUITE, AGE OF ANXIETY, SYLVIA: PAS DE DEUX, LA VALSE. Sept. 8, Mat: SERENADE, PAS DE TROIS, CAKEWALK, LA VALSE. Sept. 8, Eve.: THE DUEL, THE CAGE, FIREBIRD, SYMPHONY IN C. Sept. 9, Mat.: MOTHER GOOSE SUITE, THE MIRACULOUS MANDARIN, SYLVIA: PAS DE DEUX, BOURREE FANTASQUE. Sept. 9, Eve.: SYMPHONIE CONCERTANTE, PAS DE TROIS, ILLUMINATIONS, FIREBIRD. Prices (including tax): \$1.50-\$3.60. Publicity: Philip Bloom, CH. 4-5185.
- Tuesday
Sept. 4
- OPENING: "LACE ON HER PETTICOAT" BOOTH THEATRE, 222 WEST 45TH ST.
 Herman Shumlin will present Anee Stewart's play, last season's London success, about the daughter of a wealthy Scotch family, in the late 19th century, who befriended the daughter of a commoner. Cast features Neva Patterson, Jeff Morrow, Perlita Neilson and Patsy Bruder. Settings: Sam Leve. Costumes: Hazel Roy. Publicity: Bernard Simon, CI. 5-7294.
- Wednesday
Sept. 5;
Sept. 7
4:00 P.M.
- TELEVISION: NANCY CRAIG WJZ-TV, CHANNEL 7
Sept. 5: Benfatto and Kallman will present a collection of Jomorr Casuals for Fall. Sept. 7: Showing of Fall sportswear from the collection of Nelly de Grab. WJZ-TV Contact: Tess Mayes, CI. 7-5700.
- Wednesday
Sept. 5
- PREMIERE: "THE MEDIUM" (Movie) SUTTON THEATRE, 3RD AVE. & 57TH
 United Artists will distribute the film version of the mystical drama about a seance written by Gian-Carlo Menotti. Stars: Marie Powers, Leo Coleman and Anna Maria Alberghetti. Producers: Walter Lowendahl, Milton Perlman and Evan Frankel. Director: Mr. Menotti. Benefit Premiere for ANTA. Prices: \$5.00; \$7.50; and \$10.00. Open to public: Thursday, Sept. 6. United Artists Publicity: Myer P. Beck, CI. 5-6000.
- Monday
Sept. 10
- PREMIERE: "THE RIVER" (Movie) PARIS THEATRE, 4 WEST 58TH ST.
 United Artists release of Jean Renoir's Technicolor production based on Rumer Godden's novel about life along the Ganges River in West Bengal, India. The plot concerns three young girls and a young man from America. Stars: Nora Swinburne, Esmond Knight and Arthur Shields. Producer: Kenneth McEldowney. Director: Jean Renoir. Performances at 2:40 P.M. and 8:40 P.M. daily, by reservation only. United Artists Publ.: Tess Michaels, CI. 5-6000. Paris Theatre Publ.: Lillian Gerard, MU. 8-4860.
- Beginning
Thursday
Sept. 20-
Oct. 7
- ANNUAL FALL SEASON: BALLET THEATRE METROPOLITAN OPERA HOUSE, B'WAY & 39TH
 The Ballet Theatre will open its annual Fall season with three consecutive weeks' programs. Prices (including tax): \$1.20-\$6.00 for opening night; \$1.20-\$3.60 other nights. Publicity: Samuel Lurie, LU. 2-1748.
- Sept. 26-
Oct. 31
- TWENTY-SIXTH ANNUAL WORLD'S CHAMPIONSHIP RODEO, MADISON SQ. GARDEN, 8TH AVENUE & 50TH STREET. Publicity: Lillian Jenkins, CO. 5-6800.